



RICHARD
SANDOVAL
HOSPITALITY

FOOD MENU DESIGN BRIEF REQUEST FORM & SOP

PROJECT DESIGN DETAILS

PROJECT NAME	Zengo Brunch Pescatarian
PROPERTY	Zengo, West Bay, Doha
SIZE (PIXELS = WEB) OR (INCHES = PRINT)	A5
ORIENTATION (PORTRAIT OR LANDSCAPE)	Portrait
DATE NEEDED	09/01/2026

MENU SUBMITTAL SOP

STEP 1: OBTAIN APPROVALS

FOOD MENUS: REQUIRED APPROVALS (INCLUDING SPECIAL HOLIDAY MENUS, RESTAURANT WEEK MENUS, ETC.)

1. **Menu Brief Preparation:**
 - Property GM, Director of F&B, Executive Chef, Chef de Cuisine, or Head Chefs must ensure that menu briefs are thoroughly reviewed before submission.
 - The brief should be checked for **grammar, spelling, allergens, and an associated cost based on a PMIX analysis and menu engineering.**
 - Pricing should be **informed and included in the initial submission**, rather than added after approval.
 - **Completed menu submission must be received no less than 14 days before the proposed change.**
2. **Initial Review:**
 - The Property GM, Director of F&B, Executive Chef, Chef de Cuisine, or Head Chefs send the menu brief to the **RSH Culinary Director & RSH Regional Director of Operations** for a preliminary review and discussion.
3. **Final Approval Process:**
 - The RSH Culinary Director will forward the reviewed brief to the **RSH VP of Operations** (CC Isabella Sandoval) for **final edits and approval**.
4. **Menu Design Kickoff & Distribution:**
 - Once final edits are made and the menu is approved, the **VP of Operations will upload the document into the RSH Culinary Teams folder.**
 - **For Owned & Operated properties or those with contracted RSH Brand & Marketing oversight:**
 - VP of Operations will upload into **ClickUp** and assign it to the **Marketing team** for menu design updates, then route it to the **Regional Director of Operations and Culinary Director**.
 - **For other properties:**
 - VP of Operations will upload into **ClickUp** and assign it to the **Regional Director of Operations and Culinary Director** for distribution to the **Property GM/Chef team**.

STEP 2: DESIGN DEVELOPMENT

EXISTING MENU EDITS: 1-2 business days once project is received via ClickUp by VP of Operations

NEW MENU DEVELOPMENT: 5 business days once project is received via ClickUp by VP of Operations

MENU

Please drop the menu content below on page 2.

For The Table



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Edamame, steamed edamame, sea salt S,VG

Zengo Kani Salad, locally grown lettuce, cucumber, avocado, yuzu miso dressing C,MU,S

Cold Live Station

Chef's selection Sushi, Tiradito and Ceviche *F

Hot Appetizer

Cod and Prawn Gyoza, edamame, bonito flakes, ponzu butter C,D,F,G,S

Spring Roll, glass noodle, green lettuce, sweet soy-a-sauce G,S,VG

Entrée

Kung Pao Prawn, shishito peppers, dry dried chili, cashew nut C,E,G,N,S

Miso Salmon Miso, celeriac purée, brussels sprout, Japanese salsa * D,F,S

Thai Green Curry, bok choy, baby corn, mushroom, green curry broth VG

Dessert

Selection of Chef's Special Dessert D,E,G